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Target Stores opened its first "neighborhood store" this week at 11110 Fondren at Bellfort.

Target opens 8th store on Fondren



Lillehaugen

The eighth Houston Target store, which opened this week at 11110 Fondren at Bellfort, is a first for the company regarding location.

"All other Target stores in Houston are located off a main freeway," Jon Lillehaugen, store manager, said. "This new store is away from any major freeway, but in a densely populated area of the city. It is the company's first attempt at a neighborhood store in a shopping center."

Although the new Target differs as far as location, it is quite similar to other stores in the area. According to Lillehaugen, who has been with the company since 1966, all Target stores use the same format.

"We want customers to feel at home at a Target store, no matter where it is. So we use the same layout and decor and stock the same merchandise. This helps provide consistency for the shopper," he said. Customers can shop at any of the local stores and know what type of merchandise they will find and in what department or area of the store they can find it.

The new Fondren store, like all other Targets, offers a large selection of quality, name brand merchandise at low, competitive prices in a self-service environment.

The 100,000-square foot store features 80 merchandise departments, including women's, men's and children's clothing; sporting goods; health and beauty aids; toys; and housewares. There are also several specialty shops, such as a pharmacy (where a registered pharmacist is always on duty), a snack bar and a bakery. All departments are distinctly marked with overhanging signs.

Target also has the only toy department in the country that stocks only toys approved by the federal government's testing labs. Every toy sold is first tested for safety before it is placed on the shelf, thereby eliminating toys with potential hazards.

The new store has 24 front check-out lanes and six other registers in individual departments. To further

speed check-out for customers, Lillehaugen said the new store is very active in the new touch-and-ring training for cashiers.

"We have affected productivity especially in terms of waiting time for customers through this touch-key training. The cashiers undergo extensive training and learn to use the registers by touch, similar to operating a 10-key adding machine," he said.

The computerized registers are more complex than an adding machine, but the idea is the same. The cashiers learn the keys so well they don't have to look at them before ringing in a purchase.

To accommodate senior citizens



Janecka



Foster

and handicapped shoppers, the new Houston store, like others in the Target chain, has specially designed facilities. There's designated parking areas near the store entrance, ramps into the building instead of curbs, wide aisles and special telephone and restroom facilities.

And to keep the store operating efficiently, Target has employed managers with years of combined experience with the company. In addition to Lillehaugen, who most recently was manager of the Sharps-town store, other members of the management team include Tim Foster, hardlines merchandise manager; Doug Haubold, operations manager; Jim Janecka, receiving manager; and John Hess, softlines merchandise manager.

The new store, which currently employs about 260 full- and part-time people, is open from 9:30 a.m. to 10 p.m. Monday through Saturday.

Target is also planning to open its ninth Houston store later in the year at Westheimer Road and Wilcrest Drive.

Target Stores is the largest division of the Minneapolis-based Dayton Hudson Corporation, which operates 70 stores in 10 central states from Minnesota to Texas.



Hess



Haubold



Target carries a wide selection of shoes for the entire family in styles ranging from dressy summer sandals to boots and athletic shoes. All styles stocked are displayed in easy-to-reach self-service shoe racks.